

Candidate's Briefing Paper

Name: _____

14 Possible Electoral College Votes

Political Party _____

Campaigning is like selling. Your one and only product is the candidate and his or her ideas. Voters want to know where the candidate stands on the issues, but they also want to know who he or she is as a person. They want to identify with this person and feel they can trust him or her.

As you develop your campaign, you should think about the political party issues your candidate supports. You also need to think about what kind of person your candidate is and how best to present his or her image to the public.

One of the major projects a campaign committee creates is the candidate's briefing paper. This document defines who the candidate is and presents his or her position on the major issues. It builds nearly all the campaign materials produced by the campaign committee including speeches, radio and television spots, debates, campaign flyers, and even bumper stickers and lawn signs. It is usually written in sections (listed below) with bullet points.

In this activity, all members of your committee will develop the key points for your candidate's briefing paper, which will provide a brief biography of the candidate and his or her stand on the party's central issues. Below are links to the six major political parties.

Information sources:

- America First Party: www.americafirstparty.org
- Constitution Party: www.constitutionparty.com
- Democratic Party: www.democrats.org
- Green Party: www.gp.org
- Libertarian Party: www.lp.org
- Republican Party: www.rnc.org

Also, use any party information from your party's local office or contact their main office to find more information about the party's stand on the issues.